GMR Update

April 2008

How to Reach Us

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- Email: GMR4U@UIC.EDU
- Web site: http://nnlm.gov/gmr/

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The Greater Midwest Region

The Greater Midwest Region (GMR) of the National Network of Libraries of Medicine® (NN/LM) is nearing the end of its second year of a five-year contract with the National Library of Medicine® (NLM). In the new contract, stronger emphasis is being placed on outreach to public health workers and community-based organizations in addition to traditional outreach to health professionals. Continued emphasis is on working with public libraries to provide consumer health information access for the general public. New initiatives focus on assisting librarians with emergency preparedness planning, working through issues related to electronic licensing of health information resources, and identifying unique and historical collections in the region.

- **Regional Advisory Council (RAC)**
  The RAC is composed of representatives from key constituency groups within the region and includes the ten State Representatives. The RAC members include librarians, health professionals, and representatives from community based organizations. Between annual meetings, subgroups of the RAC carry out projects and provide feedback to the GMR staff. The Advocacy Working Group, chaired by

Melinda Orebaugh, will soon begin working on ideas for assisting network members with promoting the value of the library within the larger institution. The Emergency Preparedness Working Group, appointed in February and chaired by Logan Ludwig, includes one representative from each of the ten states in our region. Each member has agreed to serve as the regional emergency preparedness coordinator for his or her state.

More information will be forthcoming soon about the NN/LM National Emergency Preparedness Plan.

Communications

- **GMR Web Site**
  The website is the GMR's main communication tool. A feedback form is linked from each GMR web page or directly at http://nnlm.gov/gmr/about/feedback/. This form utilizes verification software called reCAPTCHA[TM] to prevent abuse from automated programs usually written to generate spam.
- **The GMR Email Address**
  GMR4U@UIC.EDU is the GMR's new general email address. This is the address for network members and others to send email messages to the GMR; it is not a replacement for GMRLIST, our email announcement list. Send your email correspondence to GMR4U@UIC.EDU and your message will be received by the GMR staff.
- **GMRLIST**
  GMRLIST is the email announcement list for GMR network members, providing information about regional meetings and promoting new resources and services such as those from the National Library of Medicine. Network members are strongly encouraged to subscribe. Commercial postings and advertisements are prohibited.
- *The Cornflower*
  The Cornflower, the GMR blog, is available online, linked from the GMR homepage or directly at: http://nnlm.gov/gmr/blog. The GMR encourages Network members to share information about projects, people and events at their institutions. Contact the GMR for more information about submitting posts for the blog or how to become an official blog Contributor. For updates to the blog, subscribe to the RSS feed: http://nnlm.gov/gmr/blog/feed/.
- **GMR Calendar**
  Find out about the upcoming exhibits and presentations by the GMR staff with our online calendar, available at:
  http://www.eventkeeper.com/code/events.cfm?curOrg=NNLMGMR .
- **RSS Really Simple Syndication**
  NLM has a number of RSS feeds and podcasts available. PubMed® allows one to create feeds based on searches. Check the following regularly for the implementation of new feeds: http://www.nlm.nih.gov/listserv/rss_podcasts.html . If you do not see a feed you want, email NLM with your request.

Education and Training Opportunities

- **Training and Demonstrations**
  The GMR continues to provide demonstrations and training classes throughout the region for librarians and health professionals about the Internet and NLM resources. We teach: PubMed®, Consumer Health, TOXNET®, DOCLINE®, LinkOut®, Measuring Your Impact, Patient Safety Resource Seminar: Librarians on the Front Lines, and Grant Writing. If your group is interested in a class, contact us early; three to six months is preferable. The full list of classes offered by the GMR is available at: http://nnlm.gov/gmr/training/classes.html
- **Upcoming NLM Classes in and near the Region**
  - o The National Training Center and Clearinghouse (NTCC) will offer the eight-hour **PubMed** and half-day **NLM Gateway** and **ClinicalTrials.gov** classes in Detroit, MI, June 23-24, and in Minneapolis, September 15-16, 2008. These classes, plus the in eight-hour **TOXNET** class will be offered in Chicago, IL, April 28-30, and in Madison, WI, July 22-23, 2008. For details on these and other NTCC classes, and to register online, visit: http://nnlm.gov/ntcc/classes/schedule.html .
  - o The three-day class, **Introduction to Molecular Biology Information Resources**, will be offered at the Washington University in St. Louis School of Medicine, St. Louis, MO, April 14-16, 2008. For more information and to register online please visit: http://www.ncbi.nlm.nih.gov/Class/MLACourse/ . Note: These will be the last classes offered by NCBI in the near future - so register today!
  - o The six-hour class, **Measuring Your Impact: Using Evaluation for Library Advocacy**, will be offered at the Traverse Area District Library, Traverse City, MI, June 12, 2008. For more information on the class, please visit: http://nnlm.gov/evaluation/workshops/measuring_your_impact/ . and to register, contact Chris Allen, 231-935-9265, callen@mhc.net
- **New Brochure: MedlinePlus for Health Professionals**
  Health professionals often wonder what value MedlinePlus has for them. This brochure answers that question with information on patient education, searching for images and diagrams, and links to other patient and professional information. Note: all MedlinePlus, PubMed, and Gateway tri-fold brochures are available in both PDF and Word formats. For a complete list of available NLM and NN/LM brochures and flyers, visit the GMR Handouts page at: http://nnlm.gov/gmr/training/handouts.html.

Consumer Health Information

- **Consumer Health Workshop Series**
  The Consumer Health Workshops for Public Librarians series is available at http://nnlm.gov/gmr/training/classes.html#consumer
- **Public Libraries and Community Partners Web Site**
  NN/LM provides a web site, *Public Libraries and Community Partners: Working Together to Provide Health Information* (http://nnlm.gov/outreach/community/) to

serve as a guide to encourage health information partnerships among public libraries, members of the NN/LM, and local health or community-based organizations.

- **MedlinePlus® Go Local**
  The GMR continues to encourage network members interested in creating and maintaining a Go Local site for their state or region. Presently there are five Go Local projects sponsored in the GMR: Health-E Illinois, INHealthConnect (Indiana), Michigan Go Local, My Health Minnesota, and Go Local Ohio – Southeast. Two other Go Local projects are under development in the states of Iowa and North Dakota. The MedlinePlus Go Local Request for Proposal (RFP) can be found at: http://nnlm.gov/gmr/funding/consumer/golocal.html.

- **Traveling Exhibits**
  The traveling exhibition, *Opening Doors: African American Surgeons* will be on display in 7 libraries in the Greater Midwest Region between 2007 and 2010. Check the itinerary at http://www.nlm.nih.gov/exhibition/aframsurgeons/travel.html 🔗 to find a location near you. Visit the online exhibition at http://www.nlm.nih.gov/exhibition/aframsurgeons/ 🔗 .

Funding

- The GMR continues to offer funding for network members to develop and provide new and innovative health information services for health professionals and consumers in the GMR. See http://nnlm.gov/gmr/funding/current.html for more information about funding amount, eligibility, availability and deadline for each of the awards and subcontracts. In May, 2008, we will announce the funding allotments for Year 3 of the contract. We plan to offer consumer health, health disparities, and public health subcontracts at two levels of funding, $40,000 and $12,000. MedlinePlus Go Local subcontracts will be at $25,000. Awards will remain at the current levels outlined below.

- **Types of Awards**
  - **Technology Improvement Award** (rolling deadline)
    http://nnlm.gov/gmr/funding/technology/techrfp.html
    Goal: This award can be used for the purchase, installation, and/or upgrading of information technologies that enhance access to health information. Up to $4,900.
  - **Exhibit Award** (rolling deadline)
    http://nnlm.gov/gmr/funding/exhibits/exhibitrfp.html
    Goal: To promote the products and services of the NLM and the NN/LM GMR, along with your own organization, to groups of health professionals or to community organizations providing health information to consumers. Up to $1,500.
  - **Outreach Express Award** (rolling deadline)
    http://nnlm.gov/gmr/funding/outreach/outreachexprfp.html
    Goal: To support a wide range of outreach projects aimed at improving access to biomedical information. Proposals may target health professionals, public

librarians, public health or primary healthcare workers, or consumers. Up to $4,900.

- **Professional Development Award** (rolling deadline)
  http://nnlm.gov/gmr/funding/profdev/individual/profdevrfp.html
  Goal: To support library staff from hospital and other primary access libraries in developing skills and knowledge in technology management, outreach, and other areas of health science librarianship. Up to $1,000.
- **Professional Instruction Award** (rolling deadline)
  http://nnlm.gov/gmr/funding/profdev/institution/profinstrrfp.html
  Goal: To support a network member in the sponsorship of a workshop, technology fair or forum, or other professional educational activity that will assist network members in developing their skills and knowledge. Up to $1,500.

- **Types of Subcontracts**
  - **Consumer Health Subcontract**
    http://nnlm.gov/gmr/funding/consumer/consumersubrfp.html
    Goal: To assist health information professionals in providing outreach services to healthcare consumers and health professionals needing access to consumer health information.
  - **Health Disparities Subcontract**
    http://nnlm.gov/gmr/funding/disparities/healthdispsubrfp.html
    Goal: To assist health information professionals and health sciences librarians in the NN/LM GMR in providing information services and training to disadvantaged populations that do not have adequate access to library services.
  - **MedlinePlus Go Local Subcontract** (rolling deadline)
    http://nnlm.gov/gmr/funding/publichealth/publichealthsubrfp.html
    Goal: To provide support to libraries and other groups interested in creating and maintaining a Go Local site for their state or region. Funding for up to $25,000.
  - **Public Health Subcontract**
    http://nnlm.gov/gmr/funding/publichealth/publichealthsubrfp.html
    Goal: To assist health information professionals and health sciences librarians in their provision of services to local and state public health departments and to public health workers who do not have access to critical public health information.

- **Funding Resources**
  A variety of resources are available online to assist members in implementing awards and subcontracts:
  - **Toolkit for GMR-Funded Outreach** at http://nnlm.gov/gmr/about/outlibs/.
  - **Funding Recipients** at http://nnlm.gov/gmr/funding/recipients.html.
  - **Regional Resources** pages at http://nnlm.gov/gmr/regional/.

Member Services

- **Assistance with Evaluation**
  The GMR offers *Measuring Your Impact: Using Evaluation for Library Advocacy*, a class to introduce librarians to planning and evaluation. The outcome for the class is that librarians will be able to show the value of their library's services. Contact the GMR for more information about planning and evaluation tools.
- **Proposal Assistance**
  If you have an idea for a project, GMR librarians are ready to help you with your proposal for a GMR award or subcontract or for an NLM grant. We can assist you with the development of your project concept and ways in which it might be implemented. Contact the GMR for more information.
- **GMR Lending Library**
  The GMR is doing a soft roll-out of its new Lending Library interface. Several new items have been added to the Lending Library, and these are accessible via the new catalog. Please feel free to browse the new catalog online, linked from the GMR home page or directly at: http://69.63.217.27/N94003Staff/OPAC/. We are working through the finer points of configuring the OPAC, and advanced features of this new integrated library system will be forthcoming. If you would like to borrow an item from the Lending Library, contact the GMR for a User ID and password.
  The GMR offers a small collection of materials to support the professional development needs of network members. Formats include: books, CDs, DVDs, computer tutorials, and video tapes. Included are MLA annual meeting CDs books on a variety of topics, including web site development and usability, consumer health, and library management. Suggestions for new items are welcome from our members.
- **Promotional Materials Resources**
  The GMR provides limited quantities of free NLM and NN/LM promotional materials to network members. These include bookmarks, pens, and posters. GMR members may request up to 250 items for their special events using the web form at http://nnlm.gov/gmr/member/promo/promo_materials.html. Additional materials are available for new GMR network members and to GMR network members providing outreach through our awards and subcontracts; contact the GMR office directly.

Resource Sharing

- **FreeShare**
  FreeShare is a cross-regional DOCLINE® Library Group whose members agree to fill document delivery requests free of charge on a reciprocal basis. When FreeShare participants provide ILLs to other FreeShare members, there are no charges for the material or the delivery method. http://nnlm.gov/rsdd/freeshare/ .
- **DOCLINE®**
  DOCLINE is the National Library of Medicine's automated interlibrary loan request routing and referral system. The purpose of the system is to provide efficient document delivery service among libraries in the National Network of Libraries of Medicine. http://www.nlm.nih.gov/docline/ .

- **Loansome Doc®**
  Loansome Doc allows users to order full-text copies of articles from a medical library (local fees and delivery methods may vary). Users must register to use this service. Click "order documents" on the sidebar menu in PubMed to get started. http://www.nlm.nih.gov/loansomedoc/loansome_home.html ⊠ .
- **LinkOut® for Libraries**
  This service improves access for PubMed users to their libraries' journal collections. It provides direct connections to electronic journals and gives information about print journal holdings. LinkOut saves PubMed users' time and is a valuable way for libraries to publicize their journal collections--both electronic and print. http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/liblinkout.html ⊠ .
- NLM has published **two resource pages** on the NLM Web site that might prove helpful to libraries and users trying to locate free biomedical literature:
  - *Free Biomedical Literature Resources*
    http://www.nlm.nih.gov/docline/freehealthlit.html ⊠
  - *Biomedical Literature Resources for Libraries Outside the U.S.*
    http://www.nlm.nih.gov/docline/intlresources.html ⊠
- **EFTS (Electronic Fund Transfer System)** is a transaction-based electronic billing system developed by the University of Connecticut Health Center for interlibrary-loan (ILL) and document delivery. It has virtually eliminated the need to create invoices and write checks for reimbursement for ILL between participants.

  The staff at EFTS thanks you for your participation in the program and would like to inform you that there has been a fee increase for transactions. You can find more detailed information at the EFTS website. The notice regarding the fee increase can be found on the side-bar of the front page. NLM participates in EFTS along with 138 GMR participants, of which 27 are Resource Libraries. For more information contact EFTS at 860-679-4500 or electronically at efts@uchc.edu ⊠ or http://efts.uchc.edu/efts/common/ ⊠ .

  If you would like to know what other libraries are EFTS members you can go to the EFTS Web site or search for a list in DOCLINE Here's how:
  - Log onto DOCLINE
  - Select the Institution tab
  - Click on "more search options". This will reveal the "search builder"
  - Use the drop down arrow under "select search field" to choose "Region"
  - The information on the right will reload providing the choice - 03 Greater Midwest Region [You can also choose to limit by state here]
  - Click on the "Services" button in the lower left-hand corner to narrow your search
  - Select the check-box for EFTS participant
  - Click on search at the bottom of the screen

⊠ *This icon designates a link outside the NN/LM GMR Web site and indicates a non-GMR hosted resource.*